

## ECU 'Computer Man' Awarded Order of the Long Leaf Pine

Dr. Richard Kerns has been awarded the prestigious Order of the Long Leaf Pine, a certificate presented to outstanding North Carolinians who have a proven record of service to the state. Kerns, the former associate dean for computer services in the College of Business and professor in the Department of Management Information Systems at East Carolina University, recently retired after a career spanning nearly 40 years.

The N.C. Governor's Office bestowed the award to Kerns at his retirement reception on Oct. 11. The Order of the Long Leaf Pine is considered the state's highest civilian honor, and it has been given to notable North Carolinians such as Andy Griffith, Michael Jordan, and Charles Kuralt.

"I am deeply humbled, surprised, and appreciative to receive such a high honor from the state of North Carolina," Kerns said. "Serving at East Carolina University for four decades has been extremely rewarding on both personal and professional levels. I'm truly honored by this recognition."

Kerns first joined ECU in 1973, when he was hired to teach and manage Information Technology in the School of Business. Under his leadership, the Computer Services department grew from himself and a few hand-picked student assistants to a unit that now serves the technology needs of more than 150 faculty and staff and almost 4,000 students. Throughout his tenure at ECU, Kerns' unofficial title across campus became "the computer man" since he helped everyone from the Provost to library leaders to the School of Medicine. Kerns even helped ECU's Information Technology and Computing Services (ITCS) department and its predecessors get established. At one time, he served on every computer committee ever present on campus, both administrative and academic up until that time. Kerns says he worked for years to see the technology fee

established, which has enabled progress such as smart classrooms on the technology front. Kerns also worked hard to see that faculty and staff had the information technology they needed to be more productive, for example convincing the Provost to acquire PCs for academic offices instead of computer terminals when online registration was first implemented.

In addition to his extensive Computer Services work, Kerns also created the original Management Information Systems curriculum in the College of Business, teaching each of the original set of courses the first time they were taught (except one). His nuclear physics background, coupled with his business expertise, helped make analytical tools an important part of the school's curriculum – and ECU business graduates became known for their strong analytical skills.

"Nothing makes me feel better than to have a former colleague or student come by or see me somewhere and talk about how they are doing and tell me something that I did that helped them," Kerns concluded. "I am very thankful for the opportunities that have been given to me for so many years, and I hope that others feel I have contributed to their success."

For a complete history that chronicles technology throughout Kerns' tenure at ECU, titled "Four Decades of Technology in the ECU College of Business," visit online at <http://www.ecu.edu/cs-bus/compsvcs.cfm>.



Dr. Richard Kerns



(Left to right): Dr. Richard Kerns with former deans Dr. Jim Bearden, Dr. Ernie Uhr, and current dean Dr. Stan Eakins.



(Left to right) Computer Services staff past and present Kim Watkins, Amy Lawson, Dr. Richard Kerns, Dawn McQueen, and Angela Scenna celebrate at Dr. Kerns' retirement party.

[www.business.ecu.edu](http://www.business.ecu.edu)

# College of Business

75 YEARS OF EXCELLENCE



# College of Business

## COLLEGE NOTES

### Business Scholars Program Launched

There's now a prestigious program in place to help attract the most intellectually talented high school students to East Carolina University and the College of Business. Thanks to a joint effort between the Honors College and College of Business, the Business Scholars program targets Honors College awardees who wish to study and pursue careers in business.

Business Scholars benefit from a generous scholarship award of \$12,000 (distributed as \$1,500 per semester over eight semesters) beyond those scholarship monies awarded by the Honors College. They are also guaranteed entry into the East Carolina University MBA or MSA program upon completion of their undergraduate degree, provided they satisfy program requirements. In addition, freshmen Business Scholars have the opportunity to live and learn in a new collegial residence environment called the Living-Learning Community.

Business Scholars must earn a minimum GPA (both overall and in business courses) of 3.5, maintain an acceptable level of personal deportment, and participate in required group and enrichment activities.



ECU's Business Advisory Council members meet with business students at the new Living-Learning Community.

Admission to the Honors College at East Carolina University is competitive and by invitation only. Students wishing to be considered for admission into the Honors College or any of its programs first need to meet minimum eligibility criteria to receive an invitation to apply. For more information, please see online at [www.ecu.edu/cs-acad/scholars/](http://www.ecu.edu/cs-acad/scholars/).

### ECU College of Business Named a Top Business School for 2013

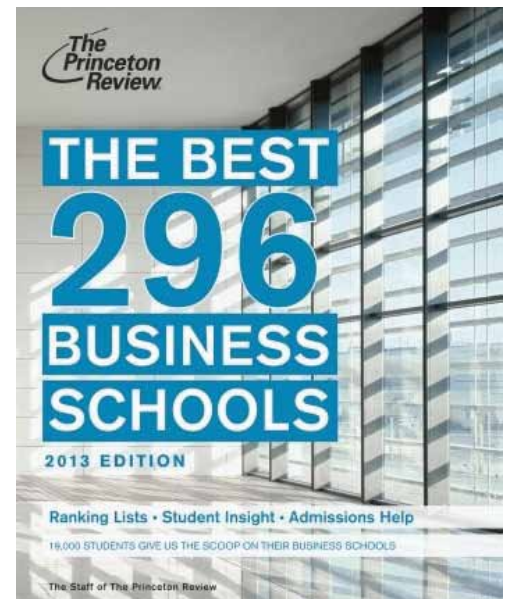
For the sixth straight year, the College of Business at East Carolina University has earned top marks, ranking among the best U.S. business schools according to The Princeton Review. The New York-based education services company features ECU in its newly released 2013 edition of "The Best 296 Business Schools."

Robert Franek, Princeton Review senior VP-publisher, said, "We consider East Carolina University one of the best institutions a student could attend to earn an MBA. We selected the schools we profile in this book – 280 of which are in the U.S. and 16 are international – based on our high regard for their academic programs and our reviews of institutional data we collect from the schools. We also solicit and greatly respect the opinions of students attending these schools who rate and report on their experiences at them on our 80-question survey for the book."

As part of its rating in the new guide, the College of Business is outlined in a two-page profile highlighting academics, career and placement, student life and environment, and admissions information. The profile also touts the College's solid preparation in teamwork, communication/interpersonal skills, quantitative skills, and computer skills. Direct quotes from business students note the College's "intimate feel," as well as its "individual attention" and "friendly atmosphere." Professors in the College of Business "expect hard work and high professionalism from each student," and in describing the College's distance education, students say that "very little of the East Carolina spirit is lost over the Internet" and "the interactive media makes up for the lack of face time."

Dr. Stan Eakins, dean of the College of Business, said, "The College of Business is proud to earn recognition as a best school again not only in the Southeast, but also nationally. We're now doing even more to prepare the next generation of leaders, and there is no higher level of accomplishment for us than students who value their educational experience, benefit directly from it, and go on to make a difference in their communities."

The Princeton Review compiled the information based on its surveys of 19,000 students attending the 296 business schools in its book, as well as on school-reported data. The ranking lists and other data are available online at [www.PrincetonReview.com](http://www.PrincetonReview.com).



## COLLEGE NOTES

### MBA Program Earns Top Marks for Online Education Value

The College of Business has again earned national recognition for its online MBA program. GetEducated.com, a consumer group that rates online colleges in the U.S. for cost, quality, and credibility, ranks ECU as the number three most affordable online AACSB-accredited MBA program in its latest national survey, released in October 2012. ECU's online MBA program has been named a Top Ranked Best Buy for the last four ranking periods.

According to GetEducated.com, earning an MBA at ECU costs approximately \$10,404 for an in-state student – compared to the average cost of \$36,166. The most expensive distance learning MBA costs \$135,550 (Duke University).

Vicky Phillips, founder at GetEducated.com, said, "ECU's objective rating as a Best Buy for online business masters marks the school as a nationally ranked leader in the field of online learning. Its MBA program, which offers high quality higher education to the public through the innovative use of educational technology, represents a model for how public universities of the future will combine instructional quality with technology to better serve America's business professionals."

Dr. Stan Eakins, dean of the College of Business, said, "We strive to create an online learning environment that brings students as close to the face-to-face experience as possible. Our online MBA students receive the same degree as on-campus students because the programs are identical in academic content, rigor, and faculty. Since we first began offering distance education courses more than 12 years ago, our flexible online MBA program has offered tremendous quality and value – and we are increasingly recognized as a national leader."

GetEducated.com's online university rankings are based on a national survey that included 85 AACSB-accredited business schools offering 135 distance MBA degrees. Surveys are undertaken every two years.



### Gibson Named Associate Dean for Student & Faculty Development

Dr. Shanan Gibson has been named associate dean for student and faculty development in the College of Business, replacing Dr. Margaret O'Hara who was appointed director of e-learning for the University of North Carolina General Administration this past summer.

As part of Gibson's new role, she is responsible for distance education programs, graduate programs, undergraduate programs, Career Services, and the Business Communication Center. On the development side, she helps ensure that faculty members have the support they need to be effective and continue building their skill sets.

Gibson said, "The College of Business thrives because we have great students; we want them to be academically and professionally proficient so they can go out and excel. At the same time, we need to offer opportunities that ensure our faculty are well equipped to succeed at both teaching and scholarship. With these two missions as my focus, my role has emerged to help contribute to the well being of the College overall as it continues to grow and evolve. It's an exciting time, and we have a fantastic team in place."

One project Gibson has already initiated is the Dean's Development Luncheon – a recurring monthly meeting when faculty receive special training on topics from using social media in the classroom to navigating the promotion process to writing grants and proposals. Gibson also continues to teach Human Resources Management and Entrepreneurship while maintaining her ongoing research.

Gibson is an associate professor in the Department of Management and began teaching in the College of Business in 2003. Her research focuses on topics relevant to human resources and organizational development including work analysis, entrepreneurship, and technology in organizations. She recently served as a member of the Social Security Administration's Occupational Information Development Advisory Panel. Active in several professional organizations such as the United States Association for Small Business and Entrepreneurship, the Small Business Institute®, and the Southeastern Chapter of the Institute for Operations Research and the Management Sciences, Gibson is also co-editor of the Small Business Institute® Journal and an editor of the recently published Handbook of Work Analysis: Methods, Systems, Applications and Science of Work Measurement in Organizations. She received her Ph.D. in Industrial and Organizational Psychology from Virginia Tech in 2001.



**Dr. Shanan Gibson**



# College of Business

## COLLEGE NOTES

### College of Business Well-Represented at NEER event

Faculty, administrators, and alumni from the College of Business were among the speakers at the 18th annual Entrepreneur of the Year Banquet sponsored by the North Eastern Entrepreneurial Roundtable (NEER) in Nashville, N.C. this past June.

Attending were College of Business Dean Dr. Stan Eakins and Associate Dean for External Affairs Dr. Jim Westmoreland, along with professor Dr. Bill McDowell. Keynoting the event was ECU alumnus Tommy Spaulding, the university's first executive in residence for leadership and author of the New York Times bestseller, "It's Not Just Who You Know."

NEER supports business efforts in eastern North Carolina by providing a network of expertise in financial, legal, marketing and human resources information to help new companies succeed. The annual banquet recognizes eastern North Carolina entrepreneurs with businesses in Edgecombe, Nash, Halifax, and Wilson counties.

This year's recipient of the NEER Entrepreneur of the Year Award was Robert Zampardi, owner of dC Automotive Company in Rocky Mount. Zampardi developed the company after he discovered a need for parts that would keep his first used Porsche operating. He purchased a second and then a third Porsche to obtain the parts he needed, then sold the parts left over from his rebuild. He grew the business into the largest dismantler of Porsche cars in the United States, meeting a high demand for used parts, sold through an online catalog, and providing the largest indoor recycling facility for Porsches in the nation at his 140,000 square foot Rocky Mount plant.

ECU supporter Mayo Boddie Sr., NEER chairman, and Sherry Johnson with the Rocky Mount Chamber of Commerce were among the NEER members present at the banquet.

*Story by Joy Holster, ECU News Services*



(Left to right) Jim Westmoreland, ECU College of Business associate dean for external affairs; Tommy Spaulding, ECU alumnus and bestselling author; Sherry Johnson, Rocky Mount Chamber of Commerce; Mayo Boddie, NEER chairman and ECU supporter; Stan Eakins, dean of the ECU College of Business; and Bill McDowell, professor in the ECU College of Business, support local businesses and entrepreneurs at the NEER banquet. (Photo courtesy of Garry E. Hodges)

### Former Disney World Executive Speaks at ECU

Lee Cockerell, former executive vice president of operations for the Walt Disney World® Resort, spoke at East Carolina University on Monday, Oct. 29 as part of the Cunanan Leadership Speaker Series hosted by the College of Business. The public was invited to attend this free event, held in Wright Auditorium at ECU.

As the senior operating executive for 10 years, Cockerell led a team of 40,000 employees and was responsible for the operations of 20 resort hotels, four theme parks, two water parks, a shopping and entertainment village, and a sports and recreation complex – in addition to the ancillary operations that supported the number one vacation destination in the world. He has also held various executive positions in the hospitality and entertainment business with Hilton Hotels for eight years and the Marriott Corporation for 17 years before joining Disney in 1990 to open the Disneyland Paris project. He retired in 2006 and authored a book on leadership, management, and service excellence.

Dr. Stan Eakins, dean of the College of Business, said, "Lee Cockerell brings a wealth of leadership experience from his distinguished career. We were delighted to host such a notable speaker and learn from his unique insights on the fundamentals of business success."



Lee Cockerell

For more information about Lee Cockerell, please visit <http://www.leecockerell.com>.

The Cunanan Leadership Speaker Series is made possible by a gift from alumni Steve and Ellen Cunanan of Richboro, Pa. The Series brings distinguished leaders to Greenville, representing for-profit and non-profit firms, entrepreneurial activities, government, and public affairs. Topics highlight leadership, professional development, ethics, and the role of business in modern society.

## COLLEGE NOTES

### Marketing Advisory Board Developed

Thanks to help from alumni and friends, a Marketing Advisory Board has been established to provide guidance, advice, and support for the Department of Marketing and Supply Chain Management in the College of Business. The board held its first meeting in September along with 14 faculty members, and it consists of business leaders residing throughout North Carolina and the U.S.

Dr. Scott Dellana, interim chair of the Department of Marketing and Supply Chain Management said, "Having our own specialized advisory board will ensure that community input is incorporated into our decision making process. Our members will be instrumental in promoting the department to the business community, providing faculty and students with continuing opportunities for interaction with the business community and sharing special insights through classroom presentations."

As part of its first meeting, the Marketing Advisory Board discussed important topics to incorporate into new and existing classes, concentration restructuring, ideas for new certificates or concentrations, how to make ECU marketing students stand out from the crowd, how to better use internships as a valuable source of differentiation, and how board members can better interact with both faculty and students.

Marketing Advisory Board members include Doug Fidoten, President, Global Client Leader of Dentsu America; John Boone, Chairman and Creative Director of BooneOakley; Gregg Sterling, Vice President -Marketing of Pepsico Beverages Company; Susan Alt, Vice President of Industry Relations and Public Affairs at Volvo Group North America; Anissa Davenport, Chief Strategic Development and Marketing Officer of Vidant Health; Jonathan Dawley, President of Hyster Distribution at Hyster Company; Paul Ricciarelli, President of Wall-Lenk Corporation; Paul Pritchard, Vice-President of Marketing at Attends North America; and Mary Ruth Sikes, Commercial Services Manager of DSM Pharmaceuticals, Inc.



ECU's Marketing Advisory Board held its first meeting on Sept. 28.

### 'Business of Healthcare' Symposium Set for Spring

The College of Business will present its annual "Business of Healthcare" Symposium on April 4, 2013, creating a forum where regional healthcare researchers and practitioners can discuss the latest developments and promote collaborative research and education in eastern North Carolina.

The event, which is free and open to the public, will be held at the East Carolina Heart Institute. It is jointly sponsored by ECU's College of Business and the West Campus. The keynote speaker will be alumnus Vern Davenport, CEO of M\*Modal, a leading provider of clinical transcription services, clinical documentation workflow solutions, advanced cloud-based Speech Understanding™ technology and advanced unstructured data analytics. Additional experts will also speak on related topics throughout the morning, including another prominent ECU alumnus, David Bond, who serves as executive VP for sales and marketing for Patientpay, a provider for healthcare billing and payments online solutions.

Dr. Stan Eakins, dean of the College of Business, said, "Our symposium will once again explore innovative solutions to local, regional, and national

health problems as experts share their knowledge and experiences. By providing a common platform, together we can better highlight opportunities and challenges related to healthcare globally in the 21st century."

Those interested in attending the symposium should contact Drs. Huigang Liang (liangh@ecu.edu) or Yajiong Xue (xuey@ecu.edu). For a full agenda or to learn more about the Healthcare Symposium, visit <http://www.ecu.edu/businessofhealthcare>.

Since 2009, College of Business has been collaborating with ECU's West Campus to host the Business of Healthcare Symposium. Each year, the symposium has attracted hundreds of healthcare professionals, researchers, and students and has provided a forum for discussing key issues in healthcare. The symposium is organized by the Center for Healthcare Management Systems, housed in the College of Business.

# College of Business

## FACULTY NOTES

### Anselmi Steps Down as Department Chair

After nine years serving as chair of the Department of Marketing and Supply Chain Management in the College of Business, Dr. Ken Anselmi stepped down this past July – although he continues to teach Marketing Strategy at the graduate level and Marketing Management at the undergraduate level.

During his tenure as department chair, Anselmi oversaw the creation of the Department of Marketing and Supply Chain Management, merging of the operations management faculty from Decision Sciences with the marketing faculty. He also helped revise the Operations and Supply Chain Management undergraduate concentration, growing the number of students to more than 40; established graduate certificates in both Marketing and Supply Chain Management; established new courses such as an undergraduate-level Customer Relationship Management class and an MBA-level Advertising and Promotion Strategy class; recruited 15 new tenure-track faculty; and launched the Marketing Advisory Board.

Anselmi said, “My goal as department chair was to hit home runs in the classroom and provide the support the faculty needed to be their best. The experience was rewarding in that I got to know tenured and fixed-term faculty and staff better and participate in the development of tenure-track faculty. I work with so many talented people. But I am glad to now be back among faculty and students and spend more time in the classroom.”

Anselmi is an associate professor in the Department of Marketing and Supply Chain Management and began teaching in the College of Business

in 1995. His research interests include supply chain governance and performance, marketing strategy, and sales management. He earned his PhD in Marketing from the University of Nebraska - Lincoln and has 18 years experience in consumer and industrial marketing management and general management.

Dr. Scott Dellana, a professor in the Department of Marketing and Supply Chain Management, is serving as interim department chair.



Dr. Ken Anselmi

### Liang Receives Teer Chair in Research

Dr. Huigang Liang, associate professor in the Department of Management Information Systems, received the prestigious Robert Dillard Teer Jr. Distinguished Professorship of Business in July 2012. This endowed chair appointment rewards excellence in research based on publications in premier journals, external grants, and worldwide academic reputation. The university's first endowed chair, it was established in 1986 with a generous gift from the Robert Dillard Teer Sr. family.

Liang said, “Thanks to the Teer Chair, I’ll have more time to focus on my research. My table is always full of ongoing research projects, and in the past I could only pick the most promising ones to work on due to time limitations. After receiving the Teer Chair, I’ll be able to work on more projects toward publications and grants.”

Liang added that along with prestige, this appointment also gives him a great sense of responsibility – and he says he’s more motivated than ever to increase his research productivity and enhance ECU’s visibility by engaging with local and international communities.

Originally from Hebei, China, Liang has taught at ECU for four years. After completing his undergraduate education at China Pharmaceutical

University, a prominent university in Nanjing, China, he came to the U.S. to study Healthcare Information Systems at Auburn University in 1998. Liang’s wife, Yajiong “Lucky” Xue, also teaches at ECU as an associate professor in the same department. The duo has published more than 60 articles in scholarly journals, book chapters, and international conferences – and they have been ranked among the top researchers in their field of information systems (IS), based on the number of publications in two top journals, MIS Quarterly and Information Systems Research, over the past five years. Based on the same criterion, the College of Business currently ranks 44th in the world for IS research, thanks to Liang and Xue’s work.



Dr. Huigang Liang



## FACULTY NOTES

### Professors Visit China Pharmaceutical University

Four College of Business faculty members participated in a two-week exchange program this past May in Nanjing, China, visiting the region and lecturing at the country's first independent school of pharmacy, China Pharmaceutical University.

Dr. Tope Bello, professor in the Department of Management; Dr. Brenda Wells, associate professor in the Department of Finance; Dr. Scott Dellana, professor in the Department of Marketing and Supply Chain Management; and Dr. Cody Chullen, assistant professor in the Department of Management, participated in various lectures and discussions to faculty and students of more than 4,000 people. Topics included international trade strategy, regional economic integration, the pharmaceutical industry's issues regarding risk management, supply chain management, quality management, and business negotiations.

Dellana said, "Although there were many memorable experiences I took from our trip to China – the Forbidden City, the Great Wall, the Nanjing Massacre Memorial, etc. – the visit with China Pharmaceutical University was an experience I will never forget. Our hosts (encompassing students, faculty, and administrators) went well beyond expectations to make us feel warmly welcome. While they made certain we came to appreciate the natural beauty, rich history, and modern progress of China, they touched our hearts with a demonstration of sincere friendship and superb hospitality. I was humbled by the experience and will readily take advantage of any future opportunity to return to China."



(Left to right) China Pharmaceutical University Associate Dean Dr. Yongfa Chen, Associate Dean Dr. Qi Zhang, and Dean Dr. Rong Shao stand with Drs. Scott Dellana, Brenda Wells, Tope Bello, and Cody Chullen.

Last year, China Pharmaceutical University hosted more than 20 College of Business students and faculty members as part of a summer study abroad program. Additional study abroad trips and other exchange opportunities are planned for the future.

Located in Nanjing, the capital of Jiangsu province in China, China Pharmaceutical University offers a variety of specialized areas with 20 bachelor's degree programs, 29 master's programs, 24 doctoral programs, and six post-doctoral fellowship programs. The school was founded in 1936.

### Tuten Leads National Advertising Panel Discussion



Dr. Tracy Tuten

Advertising executives from the world's top ad agencies came together in July to talk about the competitive, cut throat business of advertising – and associate professor Tracy Tuten led the panel discussion. The "Mad Men 2012" event took place at the Science, Business, and Industry Library (SIBL) in New York, one of the specialized centers of the New York Public Library.

The panel featured Eric Kallman from Barton F. Graf 9000, Doug Fidoten from Dentsu America, and Jayanta Jenkins from TBWA/Chiat/Day. During the discussion,

advertisers shared stories and talked about changes in advertising over the years due to shifting behaviors and trends, disruptions, new technology, and business structures.

Tuten said, "About 100 people were in attendance for this informative and hilarious discussion (including, to my utter delight, several former students from East Carolina University). The panelists kept us thoroughly engaged and entertained commenting on their daily lives, pitches lost and won, and their predictions on how the advertising industry of today might be depicted on the Mad Men of tomorrow."

Tuten is a nationally recognized social media and advertising expert. She recently authored *Advertisers At Work*, a compilation of interviews with some of the ad world's biggest players. The book was published by Apress in June 2012. She has also penned two landmark books that explore the latest Internet innovations and their impact on marketing and business, and she has authored more than 100 journal articles, book chapters, and conference presentations. Originally from Washington, N.C., Tuten earned both her MBA and BSBA from ECU. She received her Ph.D. from Virginia Commonwealth University in 1996.

# College of Business

## FACULTY NOTES

### Research Internship Pairs Top Students with Faculty Mentors

Thanks to a Research Internship program sponsored by ECU's Engagement and Outreach Scholars Academies (EOSA), faculty members in the College of Business have been collaborating with top students on various projects. The students, who are EC Scholars, benefit from learning hands-on research skills while contributing to meaningful projects that improve the quality of life for eastern North Carolina and beyond.

This past fall, Dr. Yaijong "Lucky" Xue, associate professor in the Department of Management Information Systems, led a team consisting of one EC scholar (Jessica Lynne Chirico), one undergraduate MIS student (John Arthur Davis, Jr.), and one MBA student (Akintunde Abisogun) in a project titled "Telehealth Education for Health Communities and Universities."

As part of the project, the research team collaborated with telehealth providers at the ECU Telemedicine Center and Roanoke-Chowan Community Health Center, developing a set of customized multimedia educational tools that targeted three different groups: physicians, patients, and students. They also preliminarily assessed the educational effectiveness of such multimedia instructional technologies as a means of developing high-order cognitive skills. Their project was presented at the 13th annual National Outreach Scholarship Conference at the University of Alabama – Tuscaloosa on Oct. 2.

In another research team, Dr. Bill McDowell, associate professor in the Department of Management, worked with students to develop a research model and survey to begin evaluating the entrepreneurial attitudes of veterans. McDowell said his EC Scholar, Rachel Mehaffey, was instrumental in collecting research that has aided his research stream, while his MBA student, Adam Thornton, was influential in building a detailed model for the project. Drs. Shanan Gibson and Michael Harris in the College of Business have also been working with the team.

"While Rachel was assigned to work with me only the one semester, we have since collected data and are in the middle of analysis and manuscript development to present on veteran entrepreneurial attitudes," McDowell said.

The first presentation from McDowell's research team was presented at the International Counsel on Small Business Conference at George Washington University in October.

The EC Scholars Research Internship course (HNRS 3100) is a supervised community-based research internship that requires at least 30 hours of research responsibilities. EC Scholars participate in tasks that include, but are not limited to, traveling to community research sites to conduct interviews, collecting data, synthesizing findings, making conclusions, designing recommendations, and creating an oral presentation for a student and faculty group.

### Visiting Faculty from China Collaborate with ECU Professors

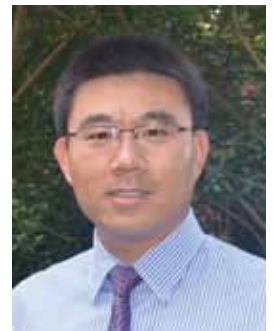
Two scholars from China, both sponsored by the China Scholarship Council, have been visiting the College of Business for a year-long research collaboration. In addition to their research activities, the visiting faculty members have attended business classes at ECU to learn from experienced professors.

Dr. Jianjun Wang is hosted by the Department of Management Information Systems (MIS) and is visiting ECU from Jan. 2012 to Jan. 2013. During his stay, he has been working with Dr. Lucky Xue and other MIS faculty members in the area of IT outsourcing. Wang serves as an associate professor at the Faculty of Management and Economics of Dalian University of Technology in China. He completed his Ph.D. in Management Science and Engineering from Dalian University of Technology. His active research areas include IT outsourcing, operations management, service management, and knowledge management.

Dr. Tianshuai Xie is hosted by the Department of Marketing and Supply Chain Management and is visiting ECU from July 2012 to July 2013. Throughout his time on campus, he has collaborated with Dr. Haozhe Chen in the College of Business and other supply chain management faculty members on third-party logistics and reverse logistics research. He holds master-level and Ph.D. degrees from Southwest Jiaotong University in China and is an associate professor at the School of Economics and Management, Chongqing University of Posts and Telecommunications in China. His

research focuses on studying policies of Waste Electrical and Electronic Equipment (WEEE) recycling management in developing countries and pricing methods of third-party logistics services. He is also interested in sustainable operation management.

The China Scholarship Council (CSC), which fully funded both visiting scholars, is a non-profit institution affiliated with the Ministry of Education in China. The objectives of the CSC include providing financial assistance to Chinese citizens wishing to study abroad and to foreign citizens wishing to study in China to develop educational, scientific, technological, and cultural exchanges as well as economic and trade cooperation between China and other countries. The CSC also serves to strengthen the friendship and understanding between the Chinese people and the people of other countries, and it promotes world peace and the modernization drive in China.



Dr. Jianjun Wang



Dr. Tianshuai Xie



# 75 YEARS OF EXCELLENCE

## ALUMNI NOTES

### 2012



Emily Baumgartner

**Emily Baumgartner (MKTG)** started a job in June as assistant recruiter for Jobspring Partners in New York City.

**Robert Bradley Brumbaugh (FINA)** is a certified machinery and equipment appraiser for

Robert Brumbaugh and Associates in Raleigh. He passed the Level I CFA exam in June 2012 and is now a Level II candidate.

**Dillon R. Godley (FINA)** is a contracts administrator for E.R. Lewis Construction Company in Greenville.

**Bobby Holmes (MBA)**, who works for Mercer, was recently promoted from Health and Benefits actuary in Richmond, Va. To Human Capital Consultant in Houston, Texas.

**John Little (MBA)** is application service manager for Greenville Utilities Commission.

**Matthew Lopez (FINA)** is a research market analyst for Jackson National Life Insurance in Denver, Colo.

**Scott Marshall (MIS)** is a sales representative for Eaton Corporation in Willow Spring, N.C.

**Brittany McKinney (MBA, MKTG '11)** began a job in August as the e-Commerce Site Manager at the Hammock Source in Greenville.

**Logan Lidelle Mills (FINA)** and **Taylor Matthew Ward (MSA, ACCT '10)** were married on July 14 in Greenville. Taylor is employed as an auditing association for KPMG in Norfolk, Va., where the couple now lives.

**Hunter Spruill (MKTG)** owns and operates Fancy Nancy's Gourmet Foods.



Hunter Spruill

**Ronald Farlow (MBA)** voluntarily transferred to Tempe, Ariz. from High Point with the U.S. Postal Service.

**Ray Ferrell (MIS)** is a technical support specialist for Nomaco in Tarboro. He and wife Anna live in Greenville.

**Claire Judd (MIS & MGMT)** finished up the Leap Program at Fidelity Investments and celebrated her first year with the company. She is an associate systems analyst for the company in Durham.

**Xueying Ling (MSA)** is a staff accountant for Emigra Group LLC in Vienna, Va.

**Mary Frances Moore (MIS)** recently accepted a position at ECU in the ITCS Department as a business technology application technician.

**Joshua Morris (MGMT)** is a licensing coordinator for The Pantry, Inc. in Cary.

**Brittany Nowell (ACCT)** is currently working on her MBA (specializing in Accounting) at Capella University. She is also employed by Regional Acceptance Corp. in Winterville.

**Jessica Pearson (ACCT)** interned in Ernst & Young's Tax Practice in Raleigh during winter 2012. She was additionally selected as 1 of 37 interns to participate in EY's Global Student Exchange Internship Program during July 2012 in Melbourne, Australia. She will begin working full-time with EY in Raleigh as a tax staff accountant in Jan. 2013. Jessica is currently enrolled in the MSA program at Wake Forest University and will graduate in Dec. 2012.

**Mary Margaret Rogers (MBA)** wed Julius Perkins Cherry III (ECU '07) on May 12 at St. Egbert Catholic Church in Morehead City. She is an associate at International Farming Corp. in Kinston, where the couple now resides.

**John "Jack" Schultz (MKTG)** is a licensed financial advisor for VALIC in the Western Carolina district and works in the Charlotte area.

**Joel Stocks (MSA, ACCT '09)** is a staff accountant specializing in auditing with Cherry, Bekaert & Holland, LLP in Raleigh.

**Andrew Stoker (ACCT)** is a tax experienced associate for PricewaterhouseCoopers LLP in Philadelphia.

### 2010

**Michelle Beracha (MSA)** is the MS Accounting Director and Assistant Lecturer at the University of Wyoming. She and husband Eli, former ECU Finance professor, live in Laramie, Wyo.

**Bradley Brown (MBA, MKTG '08)** is a procurement analyst for Volvo Trucks North America in Greensboro.

**Heather Nicole Gray (MKTG)** wed Charles Hunter Rogerson (ECU '09) on Oct. 1, 2011 at Yankee Hall Plantation in Greenville. She is a sales representative with Pediatric Specialists of Williamston.

**Ashley Elizabeth Gwaltney (BSA/MSA)** wed Walker Lanier Covington (ECU '08, '09) on Oct. 22, 2011 in the garden of the Harper Fowlkes House in Savannah, Ga. She is an auditor with PricewaterhouseCoopers in Raleigh.

**Susan Houghatalin (ACCT)** is an auditor for the U.S. Army Corps of Engineers in Fort Worth, Texas.

**Trey Jordan (MSA, CMGT '08)** married Jessie Conner (ECU '08 and '09) on May 19, 2012 in Thomasville, N.C. Trey is a staff auditor for Cahaba Safeguard Administrators, and the couple is residing in Greenville.

**Aliana McFadden (MKTG)** is vice president of marketing and operations for Perfect Promotions & More, Inc. in Apex. She and husband **Stephen (MGMT '10)** reside in Holly Springs.

**Jaimie Niemond Mitchell (BSA/MSA)** accepted a job in May as GL & Reports Manager for Field Controls LLC in Kinston. She married Tyler Mitchell on Aug. 18, and the couple resides in Goldsboro.

**Brett Parker (FINA)** joined Nease Insurance Agency, Greenville, where he represents Nationwide Insurance as an associate agent.

### 2009

**Lauren Faye Curtis (MBA, MGMT '07)** wed Woodrow Jackson Farrington II on April 28 at St. Paul's Episcopal Church in Greenville. She is an associate attorney with the law firm of Estes, Sanders & Williams in Birmingham, Ala.

### 2011

**Edward Burrus (MSA)** is a staff accountant with V.T. Hackney in Washington, N.C.

**Jonathan Epler (MKTG)** is a Missileer at Malmstrom Air Force Base in Mont. He has recently completed a 6-month technical training school at Vandenberg Air Force Base in Ca. studying the Minuteman III weapon system.

# College of Business

## ALUMNI NOTES

**Jordan Hailey Edwards (FINA)** married Kelly Justin Cox on June 30, 2012 in Washington, N.C. She is employed as an accounts receivable specialist at Attends Healthcare Products. The couple resides in Grimesland.

**Mark Flanagan (MBA)** was named vice president of operations at Jack A. Farrior, a general contracting company in Farmville.

**Dylan Gillham (MKTG)** is store manager for The Sherwin Williams Company in Moyock, N.C. He and wife Renee live in Virginia Beach.

**Melissa G. Faulconer Hildreth (MKTG)** married Sean Hildreth (ECU '09) on Sept. 25, 2010. She is a customer service representative for Select Bank and Trust in Greenville.

**Graham White (MKTG)** is a financial services professional in with the Greensboro Agency in Greensboro.

**Ming Zhou (MBA)** is a credit analyst in San Jose, Calif.



**Amy and Taylor Gagnon**

**Amy Lenfestey Gagnon (MBA, MGMT '07, MD '12)** married **Taylor Gagnon (MBA '09, FINA '08)** on April 21, 2012. Amy graduated from medical school May 4, 2012 and matched a Dermatology residency at the University of Virginia. She will complete a preliminary medicine year at Vidant Medical Center in Greenville, which she started in July. Taylor is working as a senior financial services representative at First Citizens Bank in Greenville.

**Paige Romanow (MKTG)** is catering sales executive for Tyson Corner Marriott in Fairfax County, Va. She is a Marriott-certified wedding planner and has earned Green Meetings certification.

**Jordan Suzanne Waters (MGMT)** wed Leon Tracy Burwell on Dec. 17, 2011 at the Lake Placid Community church in Lake Placid, N.Y.

### 2007

**Matthew Earl Gault (MGMT)** wed Anne Margaret Wall (ECU '08) on Oct. 1, 2011 at All Saints Chapel in Raleigh.

**Maria Fernanda Martinez (FINA)** is a financial services officer with the State Employees Credit Union in Huntersville. She is applying to Gardner Webb University for their masters' program in Finance and Non-Profit Management.

**Brian Lee Wood (FINA)** wed Elizabeth Rose Hurley (ECU '07) on May 26 in Greenville. He is an accountant with Worthington Farms in Greenville, and the couple lives in Winterville.

### 2006

**Kristopher Lee Bass (DSCI)** wed Margaret Huntley Smith on April 14 at Wesley Memorial United Methodist Church in High Point. He works for Wells Fargo Bank in Winston-Salem.

**Daniel Duffy (FINA)** is a first-year student in the ECU School of Dental Medicine. He is a member of the Class of 2016, which is the second class for the new school.



**Daniel Duffy**

**Shawn Jones (FINA)** married Mary-Emma Daniels on August 11 in Kinston. The couple resides in Winterville.



**Shawn and Mary-Emma Jones**

**Leanne (Teal) McLaughlin (ACCT)** is a financial auditor for the Office of the State Auditor. She and husband Stephen reside in Cary.

**Megan Freeman Meadows (MKTG)** is an admissions counselor at the University of Central Florida in Orlando. She and husband Kyle reside in Sanford, Fla.

**Stephen Spragins (FINA)** was recently integrated back on Active Duty with the U.S. Coast Guard as a Reserve Program Administrator (RPA). RPAs are human resources and financial management officers that manage approximately 8,000 Reservists in the U.S. Coast Guard. His new assignment is in Portland, Maine. He and wife Amanda live in Cape Elizabeth, Maine.

### 2005

**Greg Barry (MBA)** is a senior underwriter - wealth management for Royal Bank of Canada (RBC). He and wife Rebecca have a new son, Jack, who was born December 30, 2011.

**Antonino Giamo (MBA, Biology '02)** is a principal with Century Oaks Management Group in Greensboro.

### 2004

**Chris Bryan (FINA)** is assistant vice president for commercial lending with BB&T in Winston-Salem. He and wife Nancy live in Lewisville.

**Hunter Harrison (FINA)** is an assistant vice president at Select Bank & Trust in Greenville. He is launching a new internet site ([www.bidcycle.com](http://www.bidcycle.com)) that will specialize in a patented auction method unlike anything else online. The auctions will also allow bidders to choose their favorite charity as a beneficiary for their purchases.

**Richard Herring (MD/MBA)** has accepted a position with the Carolina Asthma & Allergy Center in Charlotte. Rick is board certified in allergy and immunology as well as internal medicine. He lives in Huntersville with his wife,

### 2008



**Jared Edens with his family**

**Jared Edens (BSA/MSA)** recently accepted a position at Cisco Systems as a revenue analyst for their Latin American theater. He and wife Rachael reside in Raleigh with their new son, Holden Scott Edens, who was born September 30, 2012.

**Aubrey Elmore (MSA)**

recently moved from Virginia Beach to Wilmington, N.C. to pursue an opportunity with Ernst & Young, where he is a senior audit associate.

**Yusef Ewais (MBA, DSCI '02)** is the human resources hiring manager for the Goldsboro Milling Company in Goldsboro. He and wife Shereen Dari reside in Wilson.

**Rob Fore (MBA, Hosp Mgmt '06)** joined BB&T as a business services officer in Salisbury, Md.

**Ashley Foster (MKTG)** is a personal lines underwriting screener for Nationwide Insurance in Raleigh.

# 75 YEARS OF EXCELLENCE

## ALUMNI NOTES

Lyndsi (PSYC '03), and three children, Chase, Ella, and Julia.

**Kenneth (Wes) Hill (MBA, MIS '98)** was recently named Associate Dean of Business/Computer Programs and Educational Partnerships at Wilson Community College. He is currently enrolled in the Doctor of Education (EdD) – Higher Education Administration, degree program at ECU.

**Pam Juranas (MKTG)** is a customer relations specialist with the Athletics Department for the University of California – Berkeley.

**Adelcio Lugo (MBA)** is regional director of the Self-Help Credit Union in Greenville. He and wife Ana Hernandez reside in Grimesland.

**Barrett Whitehurst Spearman (MBA, ACCT '03)** wed Elizabeth McMurtrey (ECU '05) on Nov. 11, 2011, at Dixon Chapel in Garner.

**Ryan Swisher (DSCI)** is a technology consulting sales director with Accenture. He and wife Sharra welcomed the birth of their third child, a daughter (Elliana Kate Swisher) in April.

**Ashley Hartis Underwood (MKTG)** is a senior sales representative and field sales trainer with Depuy Mitek, a Johnson & Johnson Company. She and husband Scott Underwood (MKTG '04) reside in Cary. Scott was recently promoted to regional director of sales for the southeast region for Fiji Water/Justin Vineyards & Winery/Landmark Vineyard.

### 2003

**Anna Helen Watson Bieneck (MKTG)** wed Mitchell Shaw on Sept. 17, 2011 at Stevenson Ridge, Spotsylvania. She works for Basware in Charleston, W. Va.

**Scott Calise (MBA, MKTG '01)** is director of digital research for Viacom. He and wife Jessica Parizo Calise (ECU '03) recently moved to Durham after living in New York City for the past six years. They are excited to be back in North Carolina where they can attend Pirate football games.

**Chris Mospan (MKTG)** is a carrier consultant for DigiTel Services, Inc. DigiTel Services offers the latest promotions for business, phone, internet, wide area network, cloud, and mobility services.

### 2002

**Kristy Kornegay Conway (MBA, Crim. Jus. '98)** is co-partner of ENC Property Management, a property management firm handling residential rentals and homeowner association management, in Greenville.

**Kristen Leigh Hoffman (FINA)** is a vice president for First Citizens Bank in Raleigh.

**Carey Huff (MBA)** is director for regional operations for Vidant Health System in Greenville.

**Carmin Pollard Ipock (MSA)** started a new position in June as the financial services manager for the ECU Foundation.

### 2001

**Diego C. Nocetti (MBA)** was granted tenure and promoted to associate professor of economics and finance in the School of Business at Clarkson University in Potsdam, N.Y. He was also awarded the John W. Graham Jr. Faculty Research Award during the University's 119th commencement ceremony in May 2012.



Diego  
Nocetti

### 1999

**William Lawrence (MBA)** is Commanding Officer of the Coast Guard Finance Center for the U.S. Coast Guard, as of June 2012. This office provides a vast array of financial services to not only the Coast Guard, but also the Transportation Security Administration and the Domestic Nuclear Detection Office.

### 1998

**Dawn Allen (MBA)** is brand director for Callawassie Island, S.C. She previously worked for the Daily Press in Newport News, Va.

**Burkhard Tiessen (MBA)** is in merchandising support with Target in Minneapolis, Minn., where he lives with his wife Tanya Novak.

### 1997

**Guy Rogers (MBA, MGMT '95)** is a senior quality assurance analyst for UPS in Alpharetta, Ga.

### 1995

**Michael Page Teer Jr. (MBA)** wed Lillian Duer Smith on April 14 at the First Presbyterian Church in Wilmington. He is a vice president and senior loan officer with TD Bank in Wilmington.

### 1994

**John Tuders (MKTG)** is currently leading Bank of America's Innovation Team within the Consumer Bank. He recently started as an adjunct professor with the McColl School of Business at Queens University. The fall, he started working with UNC-Charlotte and the Belk College of Business, leading a brand new Innovation Course within the MBA program.

### 1993

**Christopher Mark Durand (MBA, MGMT '86)** is the director of management services for The Salvation Army in Atlanta. He and wife Lisa live in Gainesville, Ga.

### 1990

**James Linwood Allen (MGMT)** and his wife Angela Price Allen celebrated their 20th wedding anniversary on Jun 13, 2012. James has worked as a Coca-Cola Technician for 21 years in Raleigh/Fayetteville, and the couple lives in Four Oaks.



James and  
Angela Allen

**Raj Kannan (MBA)** was promoted in Sept. 2011 to Corporate Vice-President, Global Cardiovascular Marketing for Boehringer Ingelheim in Ingelheim, Germany.

### 1989

**Kathryn Kiraly (MBA, MKTG '86)** is principal technical training consultant for SAS Institute, Inc. in Cary.

**Robert Liddle (MBA)** is the owner of Kustom Koozies in Raleigh. Kustom Koozies is celebrating 13 years in business providing customized koozies for special occasions.

**Pamela M. Williams (ACCT)** is a partner with the CPA firm Langdon & Company LLP in



# College of Business

## ALUMNI NOTES

Garner. The company was recently named one of the Best Places To Work in the Triangle for 2012 by the Triangle Business Journal. This was the company's second year in a row to earn this honor.

### 1988

**Oie Osterkamp (MBA)** is the executive director for the Ronald McDonald House of Durham. He, wife Becky, and son Oren live in Raleigh.

### 1987

**Gary D. Parisher (MKTG)** launched an online specialty gifts business that provides categories of magazines and upscale edibles in a keepsake box.

### 1986



**Chip Little**

**Chip Little (MKTG)** has been appointed by the Greenville City Council to the board of directors of the Greenville Utilities Board of Commissioners for three-year term. He served on the Greenville City Council for three terms, and from 2003 to 2007 served as the City Council's GUC liaison. Chip has been employed by McRae & Associates since 2010, managing real estate projects for the company. Prior to joining the company, he owned and operated his own real estate development property management companies.

**Dwayne Wiseman (MKTG)** is special assets manager for Bank of North Carolina in Asheville. He and wife Dr. Emily Hall reside in Clyde, N.C.

### 1985

**Karen Harris (MKTG)** is the executive director of God's Storehouse in Danville, Va.

### 1984

**Ed Jackson (MGMT)** joined the Roanoke Rapids Savings Bank as executive vice president and chief credit officer. He has 25 years of banking experience in Halifax County.

### 1983

**Douglas W. Huggins (FINA, BuEd '93)** formed a company to perform physical and computer security audits. He established a web site to assist all professionals with continuing education requirements to track, manage, and report such

data as a public service. He started this business after retiring from the military.

### 1982

**Joelyn Harrington (FINA)** is senior commercial relationship manager for Wells Fargo in Raleigh.

**Ben Singleton (MGMT)** is vice-president for Senn Dunn Insurance in Raleigh.

**Wanda Stephens (MBA)** owns an insurance agency in Raleigh, Health Insurance Solutions of N.C., that represents top-rated health insurance companies in North Carolina.

### 1981

**Bobby Moon (MKTG)**, vice president of sales at Pepsi Bottling Ventures in Raleigh, is part of a team awarded the Donald M. Kendall Bottler of the Year by Pepsi-Cola North America Beverages. He has worked with Pepsi-Cola for 31 years.

**Paula Taylor Morris (MKTG)**, a faculty member in Salisbury State University's Franklin P. Perdue School of Business, founded the nonprofit organization Kids of Honor in 2001 for which she was named by the Maryland Daily Record among "Maryland's Top 100 Women."

She was first included in the list in 2008. Kids of Honor works with at-risk children as early as the fourth grade to help teach and reinforce the basic skills needed for success in school. She also won the same award again this year for her work with The Youth Leadership Academy and Women in Leadership.

**Donna W. Smith (FINA)** is the owner of Designs by Donna in Rocky Mount, where she does interior design and real estate consulting.

### 1980

**Jan Foust (ACCT)** retired from East Carolina University in June after 32 years. She was senior executive accountant for Dowdy Student Stores and Business Services. Over her career, Jan received numerous awards, including the Centennial Award for Excellence in Leadership in 2011, the highest award a staff member can receive, and the Chancellor's Award for Devotion to Duty in 1999.

**Gail Herring (MKTG)** is senior vice president, manager of retail banking for First Citizens Bank

in Wilmington. She serves on the board of the ECU Women's Roundtable.

**Charlie M. Wells**, senior vice president and regional commercial manager for Southern Bank in Rocky Mount, was named the bank's West Region's top commercial banker.

### 1976

**Joseph S. Bower (MBA)** stepped down from his seat on the Lenoir County Transportation Committee after nearly 20 years of service. He is an attorney with White & Allen in Kinston, concentrating in the areas of residential and commercial real estate, title claims litigation, foreclosures, business law, and corporate law.

**Robert Gary Rabon (ACCT)** was appointed to the board of directors of Four Oaks Fincorp, parent company of Four Oaks Bank & Trust Co.

### 1975

**Henry Parker (ACCT)**, chief accountant and manager of special projects, was named ONLINE Information Services' Employee of the Month for April by a committee of his co-workers.

### 1974

**James B. "Jim" Newman (MBA, PSYC '68)** has been elected as Chairman of the Board of Directors for the East Carolina Alumni Association for 2012-13 and he also serves as Ex-Officio member of the ECU Foundation. He lives in Raleigh and is the Chief Fiscal Officer for the N.C. Department of Insurance.



**Jim Newman**

### 1973

**Gayle Harris (BUSA)** is a commercial banking manager for CommunityONE Bank in the bank's western region, where he leads a team of commercial bankers in Alexander and Catawba counties.

### 1972

**H. James Watts (ACCT)** is now retired and lives in Greenville. After he graduated from ECU, he worked for the federal government as an accountant and then taught in Fairfax County Public Schools until he received his MBA. He worked for a publisher in Cincinnati and then for Apple Corporation in California in the

# 75 YEARS OF EXCELLENCE

## ALUMNI NOTES

company's early days when the Macintosh was introduced, and he helped to establish some of the international Apple offices. Then he came back to Fairfax County Schools and finished his career in teaching and managing the procurement office. Along the way, he has been an adjunct instructor at several colleges.

### 1971

**Bonnie Brown (BUSA)** is a retired partner with PricewaterhouseCoopers and is now an independent consultant. She lives in Alexandria, Va. and services on the ECU Foundation board of directors and on the Business Advisory Council.

### 1967

**Tim Shearin (BUSA)** received the Order of the Long Leaf Pine Award. He served two terms on the board of directors for the Roanoke Island Historical Association (producers of "The Lost Colony"), the board of directors for the Outer Banks Visitors' Bureau, the Dare County Social Services Board, and the Advisory Board for the State Employees Credit Union. He also served for 20 years in the Manteo Rotary Club, as treasurer and later as president. He is retired after 36 years with Belk Department Store.

**Robert D. Teer Jr. (BUSA)**, of Durham, was elected chair of the UNC-TV Board of Trustees in June for a two-year term. He is president and principal owner of Teer Associates, a commercial real estate development firm in Research Triangle Park. The UNC-TV Board is a 22-member

advisory board reporting to the UNC Board of Governors.

### 1957

**Dave Carson (BUSA)** won the N.C. Senior Games gold medal in tennis singles in his age group and won the silver medal in tennis doubles. His basketball team won the gold medal for the eighth time out of the last 11 years. He also was a member of the Super Senior 60s Tennis Team that won the state title and competed in the Southeastern Championships in Hilton Head, S.C.

## IN MEMORIAM

### 1940s

**James Pearce Senter (BUSA '47)**, of Raleigh died Feb. 25. A World War II veteran who served in the Pacific as a Navy lieutenant, he worked in the N.C. Department of Revenue for many years.

**Jones Dewey "JD" Woodlief (BUSA '49)**, of Roswell, Ga., died Dec. 14, 2011. A World War II Navy veteran, he retired from State Farm Insurance in 2001 after more than 47 years.

### 1950s

**Harry Bryan Gerock (BUSA '57)**, of Greensboro, died March 11. A U.S. Army veteran, he retired from Jefferson Standard Life Insurance Co. after more than 30 years of service.

### 1960s

**Walter Cleveland Faulkner (BUSA '67)**, of Pinetops, died Nov. 27, 2011. He was a consultant with Carolina Medical Supply in Farmville. He was editor of the 1962 and 1963 "Buccaneer" yearbook.

**Dempsey Brown Mizzelle (BUSA '60)** of Easton, Md., died Jan. 31. He was a clerk for the U.S. House of Representatives Appropriations Committee, then was a member of the U.S. Foreign service in Europe and Canada.

**Jerry Ward Powell (BUSA '61)**, of Greenville, died March 23. An Army veteran, he spent 36 years in banking in Greenville, first with NCNB and his last 10 years at Southern Bank. He was a past president of the ECU Alumni Association. He swam on ECU's first competitive swimming team.

**Charles Russell Smith (BUSA '61)**, of Greenville, died March 24. In 1988 he retired from Union Carbide after more than 27 years.

### 1970s

**Raymond Stewart Couch (BUSA '73)**, of Buxton, died Feb. 21. Owner of Hatteras Realty, Outer Banks, he grew the company from 12 homes in 1987 to 568 homes worth \$300 million.

**William Robert "Will" Enecks (BUSA '75)**, of Greenville, died April 22. A Reserve Commissioned Officer in the U.S. Army, he was a retired field investigator with the N.C. State Board of Heating, Plumbing and Fire Sprinkler Contractors.

**Frederick Watson Green (ACCT '70)**, of North Wilkesboro, died Dec. 2, 2011. He was a certified public accountant and worked at Carolina West Wireless.

**James Edward Shaw Jr. (BUSA '70)**, of Pinehurst, died Feb. 6. After serving in the U.S. Army, he had a career in textile manufacturing management.

### 1980s

**Robert Lee Jr. (MKTG '85)**, of Jacksonville, died Dec. 8, 2011. He retired as a decorated master gunnery sergeant after 26 years of service.

**L. Charles McCord (MKTG '88)**, of Winterville, died unexpectedly on Saturday, Aug. 25. He originally began University Painters, which became McCord Contractors, Inc. He was an active member of Oakmont Baptist Church, where he taught Sunday school, assisted with the youth, and participated in many mission trips.

### 2000s

**Jennifer Blalock Brown (DSCI '00)**, of Charlotte, died March 1. She was a senior analyst at Duke Energy.

**David Nicholls Jennings (FINA '01)**, of Camden, died Feb. 7. He was an analyst for Wells Fargo.

**Christopher Ryan Modlin (MKTG '99 and MBA '01)**, of Jamesville, died August 22 following a courageous battle with cancer. He was the original owner of Tropical Smoothie Café in the Lynncroft Shopping Center in Greenville.

# College of Business

## ALUMNI NOTES

### Alumni Highlight: Brad Hudson (FINA '99)

Brad Hudson came to ECU in 1995 as a business management major, with the plan to take over his family's auto parts store in Durham one day. He steamed along that path until he took his first finance course with Dr. Stan Eakins – and it changed his life.



Brad Hudson with his family

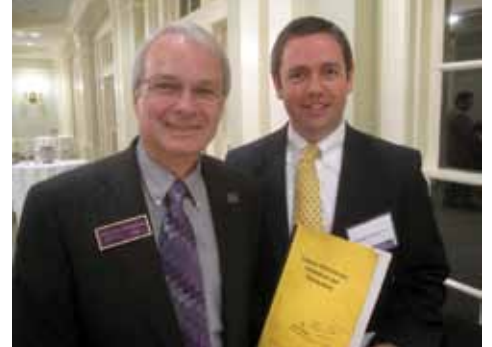
"I really enjoyed Dr. Eakins's class and course materials so much that I considered changing my major," Hudson said. "He went beyond simply telling us how to punch numbers into the calculator. He taught us why it mattered, spending time on the concepts and application of the information and analysis to real life in the future. He truly sparked an interest in me."

Hudson began to see how a finance background could support his family regardless of where he was employed, and so he approached Dr. Eakins for guidance.

"Dr. Eakins saw my interest and encouraged me to major in finance if I felt it best for me. He even agreed to be my advisor going forward if I were to switch. . . so I did," Hudson said.

Hudson graduated magna cum laude in 1999 with concentrations in both financial services and corporate finance. Today, 13 years later, Hudson is a successful financial advisor in Wilmington with more than a decade of industry experience. He's the owner of his own financial planning company, Sound Harbor Wealth Partners, which is an independent Raymond James office.

ECU still plays a prominent role in his life, too. He married his college sweetheart, Cindy, who has an undergraduate degree in criminal justice ('98) and her MSW ('00) from East Carolina. They met in Phi Sigma Pi National Honor Fraternity and still keep in touch with many Pirate friends between football games (they're season ticket holders) and annual lake house reunions. Hudson and his wife have three children all under age nine – with one more on the way.



Brad Hudson meets with dean Stan Eakins at a recent event in Wilmington.

"ECU has been, and continues to be, a major part of my life. I feel very lucky to have the knowledge and relationships that I do, all of which can find foundation at ECU," Hudson said.

"I think back now and envision how different my life and certainly my career might have been had I not had Dr. Eakins as a professor, or met with him, or took his advice, or changed my focus. While I'm sure he met with 10 other people that day with similar conversations perhaps, it certainly has turned out to be one of the most impactful meetings of my life."

# Help shape the future.



The Women's Roundtable is a unifying organization that seeks to give a voice to past, present, and future Pirates. Through its business network of nearly 75,000 women graduates in all walks of life, East Carolina has a tremendous impact on communities across the region, state, and beyond.

Visit [www.ecu.edu/womensroundtable](http://www.ecu.edu/womensroundtable) to learn more and join or contact Marcy Romary at 252-744-3057 or [Romarym@ecu.edu](mailto:Romarym@ecu.edu)

East Carolina University



## ALUMNI NOTES

### Alumni Highlight: H. Duane Tolan (MBA '76)

If businesses are like trees, with their finance and administration systems serving as roots, then MBA alum Duane Tolan must be the master gardener.

During his 37-year career (22 serving as a CFO), he has served entities including distribution, retail, healthcare, auto dealership, hotel, construction, trucking, warehousing, financial, real estate, insurance, manufacturing, check cashing, computer service, and not-for-profit. In 2011, he founded his own firm in Rocky Mount, TolanCFO, providing Chief Financial Officer services to closely-held businesses that aren't yet big enough to need a full-time CFO.

"Every successful business will at some point — because of its success — outgrow its accounting, financial, IT, and administrative systems and enter into a 'no man's land,' when it becomes too big to be small but is not yet large enough to be big," Tolan explained. "No man's land is a dangerous time when many successful companies fail. I specialize in helping business owners navigate through no man's land back to financial health."



Duane Tolan with Dr. Richard Kerns (left).

An Eagle Scout originally from the eastern North Carolina town of Belhaven, Tolan earned his undergraduate degree from UNC-Chapel Hill in 1974. He attended UNC as a Morehead Scholar, earning the prestigious and competitive four-year merit-based scholarship modeled after the Rhodes Scholarship.

After earning a B.S. in math, he decided to switch gears and earn his MBA at East Carolina. It was an exciting time, and Tolan says he especially enjoyed seeing the MBA program become accredited first-hand.

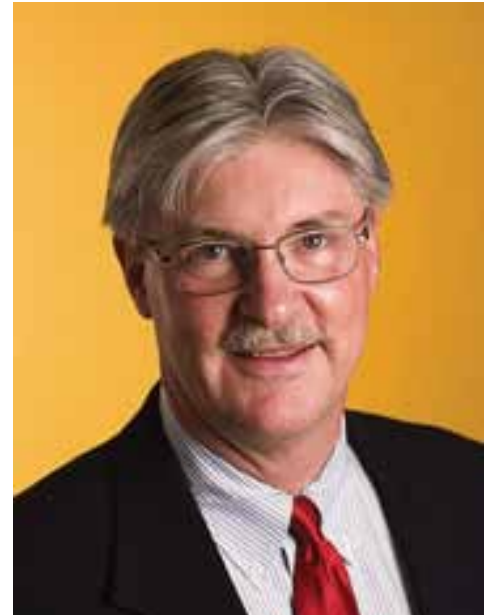
As a student, Tolan excelled academically and also served as Dr. Richard Kerns' first graduate assistant in the school's first computer lab back in the days of punch cards. Tolan says he remembers when the College of Business got its first actual computer, an old Radio Shack TRS 80.

Dr. Kerns said, "Duane was one of the best students I ever had work for me during the formative years of what became the Computer Services department, and I will always be thankful for his good work."

"ECU was fun, and it was where I got my business background," Tolan said. "The MBA program under Dr. Charles Broome was very quantitative, which allowed me to apply my undergraduate math degree in ways that made sense in the real world. I will always be appreciative to ECU for that foundation."

Tolan also crunched numbers as an MBA student and figured out he could sit for the CPA exam if he took only two additional undergraduate accounting courses, which he did. He earned his CPA designation in 1977 and worked for the first 15 years of his career at Ernst & Young.

Today, he lives in Rocky Mount with his wife of 30 years, Janet, who recently retired from a career as a school counselor. Together they have two grown sons in their 20s. But Tolan has no intention of slowing down any time soon.



Duane Tolan (MBA '76)

"It's important for business owners to have a '30,000 foot' view of where they are and where they fit in the market—to be able to zoom out, and then zoom back in," Tolan said. "The BluePlans (60-month strategic financial models) that I build help business owners to keep the big picture in perspective—to 'see around the corner'—while the first 12 months also serve as their annual business budget. Most business owners either don't have time to do this for themselves or don't have the skills to do it. However, strategic financial modeling is absolutely essential to be able to obtain loans, plan distributions to owners, or value and sell a business. I enjoy providing the strategic financial analysis that helps growing companies see where they are in the life cycle and how they can grow their roots deeper and wider."

Learn more by visiting [www.TolanCFO.com](http://www.TolanCFO.com)

# College of Business

## ALUMNI NOTES

### Alumni Highlight: Melissa Green Short (MBA '03)



**Melissa Green Short (MBA '03)**

As the wife of a doctor-in-training, Melissa Green Short found herself relocating to a new city – Greenville – like so many medical spouses do. But, Short decided to bloom where she was planted while her husband was in medical school, making the most of a new opportunity.

Although she started out working in banking, Short kept hearing good things about the MBA program at ECU – so she explored it and enrolled, hoping to build on her Political Science degree from that other university-up-the-road-that-likes-red-so-much.

Short thrived in the MBA program, making close friends through group work, and she even found her career calling after taking an elective in Human Resource Management. Today, she works as Director of Human Resources for Eye Care Associates, a large, 24-location optometric practice based in Raleigh. Short also sits on the company's leadership team, participating in most aspects of the business, including strategy, operations, and acquisitions. She has been with Eye Care Associates since 2005.

"We have doubled in physical size and revenue within the last five years, something that has been amazing to be part of," Short said. "We've also been voted a 'Best Place to Work' for five consecutive years, and my team

won an award for Best HR Practices in 2010. I'm so thankful for my business education that steered me to such a rewarding career path."

Short lives in Raleigh with her husband Brian (MD '02), an internist with Raleigh Medical Group, and their four-year old daughter, Caroline. Her husband is about to become president of Raleigh Medical Group in the spring, and she says she loves to "talk shop" with him about business-related topics and the changes within healthcare in the US.

Short also says she has many fond memories of her time in the College of Business. In Strategy class with Dr. Simerly, for example, her group project involved comparing and contrasting Gateway Computers to Dell – and her group presented its findings to the class in a Jerry Springer talk-show format (Short was dressed as Daisy, the cow mascot of Gateway, and helped her team earn a 100% on the project.) She also remembers 9-11, and how Dr. Claxton devoted that day's marketing class to an open discussion about the tragedy that was unfolding.

"My biggest take away from my time at the College of Business is that I learned to think strategically, something I've found is one of the most beneficial skills a person can have. I also learned to work as part of a team," she said. "As a humanities undergraduate major, I was used to working on things individually and being rewarded for my own efforts. In business school, it's all about the team and the final result, something that was initially very challenging for me. In the real world you don't get to pick your co-workers, and your boss doesn't have time to care if someone was slack. You have to manage their strengths and weakness to achieve the goal."

## Homecoming 2012

Sunny skies and mild temperatures brought scores of Pirate fans out to enjoy the sights and sounds of the Oct. 13 homecoming parade, one of many traditional events scheduled in honor of East Carolina University's Homecoming 2012 celebration. The weekend's theme touted ECU as "The Greatest Place on Earth."

During the parade, the College of Business held its annual Homecoming Social, a time for alumni, faculty, staff, students and other friends to congregate and enjoy continental breakfast by a tent on the lawn between Chancellor's Way and Fifth St.

Topping many Pirates' list of favorites activities for Homecoming weekend was the football contest on Saturday afternoon at Dowdy-Ficklen Stadium, where the ECU Pirates took on Memphis and beat them 41-7.

An alumni awards ceremony and dinner held Oct. 12 recognized distinguished alumni and friends of the University. Distinguished service awards were presented to Sabrina DeFonce Bengel, Kay Haskell Chalk, and Robert S. Rippy. Outstanding alumni awards went to Dr. Sharon Allison-Otley, Robert Paul Benzon and Robert George Rankin IV. Dr. Charles R. Coble and Edgar R. Loessin (posthumously) were recognized with honorary alumni awards.



**College of Business alumni, faculty, staff, students, and friends meet up at the annual Homecoming Social. Photo by Jay Clark.**



## ALUMNI NOTES

### Patent Makes N.C. Crab Idea a 'Shure' Thing

Blue crab, the succulent seafood magnet for North Carolina natives and vacationers alike, now has a patented offshoot.

Shure Foods, a company started in his parents' Roanoke Island basement in 2006 by MBA grad Gabe Dough (MBA '10), has received a patent for its "cold-structured crabmeat." That's the term Shure Foods uses for its uncooked, re-formed take on the difficult-to-harvest delicacy.

Dough is relieved to finally have the patent in hand. It applies to Shure Foods' process involving both Atlantic and Pacific crab, including blue crabs, blue swimming crabs and Japanese blue crabs. Dough's patent adds a federal stamp of approval to a \$30,000 Company Inception Loan the North Carolina Biotechnology Center provided to Shure Foods in 2009 to help convert Dough's idea into commercial reality.

"We now have the potential to change the industry by providing a new niche and increased yields in addition to the established market for picked, or lump, crabmeat" says Dough, who grew up on Roanoke Island and comes from a long line of Outer Bankers that dates back to the 1700s. He says the crab market in the United States alone is greater than \$1 billion a year. More than half of that involves imported crab.

"Our cold-structured crabmeat can be viewed as a new material, because raw crabmeat has not previously been a commercially viable product," explains Dough. He says raw crabmeat is delicate, so the crabs are traditionally cooked intact soon after they're caught and the meat is then removed by hand and, most often, canned.

Shure Foods' process converts raw crab into a meat product that changes the physical characteristics typical of crab, he says, enabling textures and structure comparable to fish, scallops, shrimp, and other seafood while retaining the highly prized flavor of the crab.

Extracting the meat while it's raw increases processing efficiency, improves yields, and reduces waste. The company plans to continue developing a commercial-scale meat-removal process. Then, reprocessing the meat in Shure Foods' patented system, says Dough, the company will be able to develop crab products at lower cost and higher profit margins than possible in either domestic or foreign crabmeat picking operations.

"This product will give chefs the rare ability to work with crabmeat starting with an uncooked product to create not only traditional crab-based cuisine but also seafood cuisine that has not usually been suited for crab," he says. He expects to see it in everything from pizza toppings to breaded fried medallions. It even has the potential to be made into true crab surimi – the imitation crab sticks made from processed fish, usually Pollock, popular at many Asian restaurants.

The patent also opens the door to potential investors and industry participants, he says. He has already met privately with major seafood distributors, chefs, and others interested in marketing and/or using Shure Foods products, but now that the patent is secure, he hopes to nail down arrangements with investors and/or collaborators.

"We had a lot of interest from the industry," he says. "But the patent process dragged out, so we weren't in a position to move forward. Now we



Gabe Dough (MBA '10)

have the patent. Now we're looking at options, including partnering with a larger company to develop the product and raising investment capital to direct work in-house or fund sponsored research at a lab."

Dough says besides the NCBiotech business loan and consulting support, he's received expert help from many North Carolina resources. They include Marty Hackney, director of the Entrepreneurial Initiative at East Carolina University. Hackney, a member of the NCBiotech Eastern Office Advisory Committee, initially put Dough in contact with NCBiotech.

Dough also cited two law firms that helped him secure the patent. The Atlanta-based global law firm Kilpatrick Townsend & Stockton handled the patent for most of the Shure Foods process. "They deserve a lot of credit for sticking with me on the patent," he says. "As a big firm they have a good reputation for helping small companies. And when things got tough in the end they, wisely, directed me to Ben Schroeder, a former Kilpatrick Townsend attorney, now of Leak & Schroeder. Leak & Schroeder is a new Winston-Salem-based partnership that many small companies should look to for first-class patent counsel. They're brilliant guys who really helped us win the day."

Dough is also working with David Green, Ph.D., professor and extension specialist, and colleagues at North Carolina State University's Center for Marine Sciences and Technology. Dough says Shure Foods also gets technical support from the popular Beaufort County seafood firm, Washington Crab and Oyster Co.

"We have a great community around this state for helping people start a business," says Dough. "That deserves a lot of credit."

*Story by Jim Shamp of the N.C. Biotechnology Center*



# College of Business

## ALUMNI NOTES

### ECU Startup 'KnotFriends' Helps Guys Swap Neckties

After returning from summer internships, ECU students Tony Bagdon (MGMT '12), Benjamin Flury (MKTG '12) and Kevin Gentilcore (ECON '11) were hanging out on the front porch, discussing their recent shirt-and-tie office jobs. The conversation soon moved to the high price of neckties, and all agreed on two things: they didn't have enough ties to wear without repeating them too often, and most young men like them couldn't afford to buy more.

"We started joking about 'pooling' our ties so the three of us could have a bigger selection. After all, girls often swap clothes to save money and have a bigger wardrobe. Why not us?" Bagdon said. "Then it hit us. This was no joke."

After more research, the three friends from Annapolis decided to start an online community where guys could swap ties with other guys across the country. They planned to target men ages 24-35, people who were just getting started professionally and would need more variety in their wardrobes without the high costs involved. The average guy has 12 ties in his closet, Bagdon explained, and the average tie costs \$15. Crunching the numbers, they figured their online service could ultimately become the go-to place for neckties on the Internet, especially given

the larger peer-to-peer sharing trend (also known as collaborative consumption) that continues to grow.

In January 2011, with a dry erase board and laptops in hand, they went for it. Work on KnotFriends.com began, balancing both school and the start up. Several College of Business professors offered support, too, providing marketing guidance and refining their business plan. Bagdon says Drs. Stacey Robinson, Michael Harris, and William McDowell were especially influential and supportive. Dr. Robinson helped them conduct focus groups through her marketing classes, while Drs. Harris and McDowell assisted on the entrepreneurial side.

The KnotFriends site officially launched this past summer, after Bagdon graduated in May 2012 and Gentilcore graduated previously in December (Flury plans to finish this winter). The company has grown to more than 90 users and 300 ties available. They've even added a new employee who brings web site expertise. While the company itself is based in Baltimore, users are signing up across the country – even New York City – although most currently come from the Mid Atlantic. The web site also features a "man blog" where users can read posts about neckties



**KnotFriends co-founders (left to right): Ben Flury, Kevin Gentilcore, and Tony Bagdon**

and men's style, along with other topics from golf tips to watches.

For now, the KnotFriends crew is still perfecting the swapping process. They've also expanded the site so that guys can buy and sell ties. And at some point, they'd like to partner with local charities and encourage donations. They're even open to bow ties.

"ECU is where the idea all took place and thrived, and we can't thank our professors enough. We love East Carolina, and we'll never forget that we're Pirates."

Want to learn more? Visit [www.KnotFriends.com](http://www.KnotFriends.com).

## ARE YOU CONNECTED?

From Facebook to YouTube, there are many ways to stay connected to the College of Business!

Visit us online at  
**[business.ecu.edu/CONNECT](http://business.ecu.edu/CONNECT)**

## STUDENT NOTES

### ECU Student Chosen for National Student Advisory Board

Sophomore Samantha Ruppert has been selected to serve as an inaugural member of Inceptia's student advisory board. Inceptia, a division of the National Student Loan Program, provides support to schools as they teach students how to become financially responsible adults.

Ruppert, one of six students chosen nationwide, will advise Inceptia on personal financial education from the students' perspective. She first became interested in personal finance after taking FINA 1904, the College's popular Personal Finance course that is open to all majors.

"The class really hit home because it applied to so many aspects of my life, being that money makes the world go round," Ruppert said. "The instructors taught us the basics such as paying our bills, student loans, mortgages, etc., and I would tell my dad all the time about the things I was learning in the class. It really sparked an interest in me."

The three Personal Finance instructors, Mark Weitzel, Bill Pratt, and Len Rhodes, noticed Ruppert's enthusiasm and nominated her for the student advisory board position.

Ruppert, an Inupiat Eskimo, grew up in Anchorage, Alaska and moved to Raleigh with her family at age eight. Her career goals include earning a double concentration in accounting and managerial finance, passing the CPA exam, and working as a CPA for one of the top four accounting firms. She also plans to earn her Master of Science in Accounting or perhaps study international business. Ruppert is a member of the Student Accounting Society and the Association for Information Technology Professionals. She volunteers for the American Heart Association in Greenville doing data administration, and she recently completed a summer internship at NANA Regional Corporation, a Regional Alaska Native



**Samantha Ruppert**

corporation that is owned by more than 13,000 Inupiat shareholders from northwest Alaska. She is studying abroad at The University of Mannheim in Germany during Fall 2012.

### National Advertising Organization Funds New ECU Scholarship

The Advertising Women of New York (AWNY) organization has sponsored a scholarship at ECU that recognizes top advertising students.

In fall 2012, Austin Evans and Chardonnay Levigne were honored as the first recipients of the Advertising Women of New York Scholarship Award. Eligible scholarship recipients must have been a junior in spring of 2012, have an interest in an advertising career, demonstrate high financial need, maintain a GPA of 3.2 or higher, and have taken or be taking an advertising course.

ECU was also recognized along with the selected students at the annual Advertising Career Conference, which took place in New York City from Nov. 16-17.

AWNY was founded in 1912 as the first women's association in the communications industry. The organization now consists of more than 1,500 influential women and men representing the advertising, marketing, media, promotion, and public relations fields. AWNY is an active affiliate of the American Advertising Federation. For more than 10 years, the AWNY Foundation has contributed \$340,000 to charities and scholarships.

### Student Wins National Insurance Scholarship



**Jacqueline Lukas**

Senior finance student Jacqueline Lukas was awarded a national scholarship last spring from the Insurance Accounting & Systems Association (IASA), a non-profit education association that enhances the knowledge of insurance professionals. In addition to the scholarship, Lukas was one of two winners sponsored to attend the IASA's annual conference in San Diego, Calif. this past June.

"Having never been to a conference or California, I was very excited to be given the opportunity," Lukas said. "The conference was definitely a learning

experience. Half of the conference was a business show and the other half included various educational classes. I was also invited to different dinner and entertainment events, and of course I had some free time to explore San Diego. It was an amazing experience."

Lukas, originally from New Jersey, plans to graduate in May 2013 with a concentration in Risk Management & Insurance. During the past two summers, she has worked at Kennedy Investment Group, a financial advising and insurance services company. After graduation she plans to work in the area of finance, either in risk management, insurance, or financial wholesaling.

IASA is one of the insurance industry's largest and most well represented trade associations. IASA membership includes insurance companies of all types as well as companies serving the insurance industry, including regulators and organizations more broadly representative of the financial services industry, such as banks and investment brokerage firms.

# College of Business

## STUDENT NOTES

### Christian Wins 2012 Kristi Overton Scholar-Athlete Award

Business student Sarah Christian, a pitcher on the ECU softball team, has been named the recipient of the 2012 Kristi Overton Female Scholar-Athlete Award. The award recognizes an outstanding female student-athlete from North Carolina who has excelled as a freshman. A Greenville native, Christian is just the fifth freshman in program history to record 15 victories during her rookie campaign. An intended business management major, she earned a perfect 4.0 GPA during her first semester.

Christian said, "Winning the Kristi Overton award was a great feeling, because I had put in a lot of hard work to balance my studies with softball last year. It was great to be able to reap the benefits."

Originally from Mississippi, Christian moved to Greenville when she was eight

years old. Her father, Dr. Cal Christian, is an associate professor in the Department of Accounting. At D.H. Conley High School, Christian was a four-year letterwinner and four-time N.C. Softball Coaches Association 3A All-State selection, capping her high school career by leading D.H. Conley to its first state championship title. As a freshman at ECU, she earned Conference USA All-Freshman Team honors after turning in strong debut season.

The Parker Overton family established the scholar-athlete award in honor of Kristi Overton, who has achieved national prominence in the sport of water skiing. The award winner is honored for her outstanding athletic ability, academic achievement, and service to the community.



Sarah Christian



### Kimmy Cummings Earns C-USA Postgraduate Scholarship

Former soccer standout and recent business graduate Kimmy Cummings was one of 12 recipients of the Jim Castañeda Postgraduate Scholarship awarded through Conference USA this past June. The award is named for Dr. Castañeda, who served Rice University for 46 years as an educator, coach, and Faculty Athletics Representative before he passed away in Nov. 2008. The conference annually presents the \$4,000 Postgraduate Scholarship award to graduates selected by the C-USA Faculty Athletics Representatives and approved by the Board of Directors.

Cummings, who earned team MVP and Most Valuable Offensive Player honors, became the first-ever Pirate to garner First-Team NSCAA All-Central Regional honors and closed out her four-year career in May 2012 leading the team in goals (9) and points (22) on her way to First-Team All-Conference USA honors in 2011. During her career with the Pirates, Cummings started 38 of 78 career games scoring 15 career goals, dishing out 11 assists and recording 41 points – all ranking among the Top 15 in school history.

One of three team captains, she was named one of 20 Players to Watch in C-USA by TopDrawerSoccer.com in 2011 and against Old Dominion posted the first of two multi-goal games when she became the first Pirate since Meghan McCallion (2004) to record a hat trick in the Pirates 4-1 victory over the Monarchs.

A native of Mechanicsville, Va., Cummings graduated summa cum laude in May with a BSBA and triple concentration in business management, marketing, and MIS. She served as president of the National Honor Society, Beta Club, Interact Club, Pride Club, and Future Business Leaders of America as well as being elected to the Senior Class Council.

Cummings plans to continue her soccer career in Northern Ireland for a semi-professional team, the Glentoran Football Club.



Kimmy Cummings  
(MGMT, MSCM, and MIS '12)



## STUDENT NOTES

### Student Highlight: Adelaide Du Adams

With a half-Chinese, half-American family, online MBA student Adelaide Du Adams has learned to combine the best of both cultures. That's also good since her job with Lenovo requires her to travel across the globe – taking her from Beijing to the Research Triangle Park and places in between.

Since 2011, Adams has worked as a key account director for Lenovo Software, and she is currently based out of China. She met her American husband, Stewart, during a business trip to the 2006 Winter Olympics in Turin (he works for Lenovo, too, as a senior development manager). Today they have a three-year old daughter who speaks fluent Chinese and English.

Originally from Xi'an, China, Adams earned her BA in English Language and Culture at Xi'an International Studies University in 2003. After graduating, she worked in the IT industry and then ran a business for two years. But even with her hands-on practice, Adams says she felt she lacked the systematic business knowledge she needed.

"I had lots of real world experience, but I knew I needed a deeper business knowledge," Adams explained. She says ECU's online MBA program provides a great opportunity for people like her who can't study face-to-face but want to accelerate their careers.

"With my background in the business world, it had been my dream to study in a business school to convert my experiences to knowledge. But moving around the world makes it impossible to study on campus," Adams said. "Currently I'm living in Beijing and working a full-time job, but I'm still able to fulfill myself with an MBA through ECU's online program."

Although she's a distance education student, Adams has met many of her professors and students in person during the past two summers. In 2011, after being a student for just one month, she was invited to meet up with the College's Study Abroad group in Beijing by Graduate Programs Director Tina Williams. That networking opportunity made a huge impact on Adams.

"It felt great knowing my school thinks about me even though I'm studying all alone in Beijing," she said. "It was a wonderful experience interacting with everybody. The students were so passionate and lively, and the faculty members were kind and supportive."

One year later, Adams met up with College of Business faculty who traveled to China as part of an exchange program, thanks to help from Dr.



Online MBA student Adelaide Du Adams with her daughter, Agatha.

Haozhe Chen (MSCM). Chen also introduced Adams to ECU alumni who work for Lenovo during a recent business trip to Lenovo Raleigh, and he gave her a tour of ECU's campus along with her family.

"I'm so glad I joined ECU, and I'm proud to belong to such a passionate and supportive community," Adams said. "The experience of traveling around the world has taught me that we are all different, yet we are all the same. I find everyone is a secret garden that is full of wonderful stories and shining characters."

# College of Business

## STUDENT NOTES

### New Student Organization Focuses on World Trade

A student organization has been established at East Carolina University to support students interested in international business. ECU's chapter of the North Carolina World Trade Association (NCWTA) is affiliated with the widely known state organization that promotes the growth of international commerce between North Carolina and the world. The branch at ECU joins several across the state, including chapters at UNC-Chapel Hill, UNC-Wilmington, and UNC-Charlotte.

William Ritter II, a junior accounting and finance student from Williamston, serves as the group's president. Dr. Elaine Seeman, associate professor in the Department of Management Information Systems, is faculty advisor as well as a past president and longtime member of the local Coastal Plains Chapter of the NCWTA. Leah Katell, a research associate in the College's Bureau of Business Research, is also a faculty advisor.

Ritter said, "The NCWTA at ECU is meant to cross into multiple disciplines relating to globalized commerce, allowing students a platform to become better informed of various areas. We are seeking to operate in a more decentralized manner, meaning we want to empower our members to pursue and to lead projects/events/speaking engagements."

Ritter said his group plans to host several informal roundtable discussions on different topics this semester with business leaders, members of economic development organizations, and members from trade groups. He added that while this seems similar to the practice of other clubs when they have speaking engagements, his group wants to facilitate relationship building with speakers, encouraging students to ask questions in a more conversational spirit and also learn what next steps might be to enter certain careers pertaining to globalized trade in N.C. and beyond.

"We want our special guests to connect with our members in a more intimate manner, in the hope that we can absorb as much of these speakers' perspectives and insights as possible," he said.

Ritter said his group is also seeking to bring students together for networking and relationship building, so that they can carry those connections forward even after graduation. Already the group is lining up a trip to tour the Port of Morehead City and another possible opportunity to work with North Carolina's Eastern Region Development Commission, the economic development agency for a 13-county region (Carteret, Craven, Duplin, Edgecombe, Greene, Jones, Lenoir, Nash, Onslow, Pamlico, Pitt, Wayne, and Wilson).

"It was our view that there is a vacuum waiting to be filled at ECU in relationship to globalized commerce, and we want to allow students from all academic disciplines a chance come together and learn more about world trade and the steps needed to become successful," he said.

For more information, please contact club president William Ritter at [ritterw06@students.ecu.edu](mailto:ritterw06@students.ecu.edu).



William Ritter with Dr. Elaine Seeman

### New Banners in Bate Communicate Key Points to Students

Think. Value. Communicate. Lead.

These four words illustrate key points that business students should take with them when they graduate. These words are also providing the framework for a curriculum review underway in the College of Business. And thanks to new banners on the third floor of Bate, the words are more visible than ever to those passing through.

Dr. Paul Schwager, associate dean in the College of Business, said, "Think, Value, Communicate, Lead is a framework we are using to articulate what we want students to take away from an ECU education. Other programs across campus are starting to adopt it as well, and it helps us communicate what we do."

Under the College's vision, graduates of the ECU's undergraduate business program will be leaders who think critically, communicate effectively, and ethically apply business concepts in a diverse global context. Pocket cards explaining the words "Think, Value, Communicate, Lead" are also distributed to ECU business students to help reinforce the message.



New banners in the Bate Building illustrate the key points students should internalize throughout their time in the College of Business.

# 75 YEARS OF EXCELLENCE

## ADVANCEMENT NOTES

### Your Gift Makes a Difference

Earlier this year, our alumni hit the 20,000 mark. That means there are 20,000 of us who graduated from East Carolina with either graduate degrees or undergraduate degrees (or both) in business. We touch all corners of the country and all corners of the globe, too. We are a growing and vibrant group, and each of you has a special bond that connects you to East Carolina University and to other Pirates.

The Commerce Club – our alumni giving society at the College of Business – serves to strengthen that bond by keeping you connected to ECU and your fellow classmates, while informing you about our achievements and challenges. Through the Commerce Club, you also have the opportunity to make a difference in the lives of future students. Your annual dues helps sponsor student scholarships, faculty

development, student activities, and other important programs not funded by state monies.

Whether you are a recent graduate or a retiree (or somewhere in between), your help assists us in providing the best educational environment for our students – the business and community leaders of tomorrow. I encourage you to join or renew your membership in the Commerce Club today: [www.ecu.edu/commerceclub](http://www.ecu.edu/commerceclub).

On behalf of the College of Business, thank you for your involvement and dedication. You make a difference.



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### Connecting with Others in the College of Business

As an ECU business graduate or friend, you can help in so many ways. This semester I have had the pleasure of connecting 50 alumni with 50 senior students, and here are four student responses from that interaction:

- “My alumni contact has provided me with very useful information regarding her background, college, and work experience. She’s also given me great advice. It’s so great to be paired with someone who is not only a female as well, but has the degree that I will have soon!”
- “My ECU alumni contact was very helpful and gave me great advice on what steps I should be taking next. I really appreciate his words of wisdom. He answered a lot of questions about politics in accounting firms and other general accounting firm questions that only someone with experience could answer.”
- “My ECU alumni contact was very nice and friendly. She informed me about herself and how she started her career. We talked about leadership and how we personally define the term

“leadership.” Mainly, she gave me insights into her job experiences and the places that her career took her. She encouraged me to do everything I set my mind to and do what I enjoy the most!”

- “While he is now in Houston, my ECU alumni contact emailed and phoned me with some good interview tips and advice on how to network and stand out. He connected me with a recent MSA graduate from Boston to receive a first-hand perspective from someone who just went through the process that I am beginning now.”

Please stay connected to the College of Business using this web site:

[www.ecu.edu/cs-bus/memberupdate.cfm](http://www.ecu.edu/cs-bus/memberupdate.cfm)

It not only helps us update your information, but it also leads to a possible link for us to connect you with an eager business student interested in your field.

Thank you for staying connected.

Jim



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## We Need Your Help!

There's a new direction in business leadership at ECU.

Building on the solid foundation laid throughout the past 75 years, we're now doing even more to prepare the next generation of leaders. And we need your input as we develop a new brand and identity initiative for the ECU College of Business.

In mid November, the College of Business will launch its first-ever "positioning campaign," when constituents like you can help direct our future branding. Through Feb. 15th, we will gather your ideas on defining the essence of the College of Business. How is the College of Business different from other business programs in your view? What are your "points of pride" in our program? Share a sentence that best captures the very best in the College of Business.

To participate, visit online at <http://www.ecu.edu/business/newdirection.cfm>. Prizes will be awarded to selected contributors including free College of Business shirts and umbrellas.

Lots of great things are happening in the College of Business. Our new comprehensive undergraduate program now teaches leadership and professional development to all students. Our MBA program continues to earn accolades for its quality, value, and flexibility. We've been named one of "The Best 294 Business Schools" by The Princeton Review for six consecutive years. And the list goes on.

Thank you for helping us capture the essence of the College of Business.

Remember, participate by visiting [www.ecu.edu/business/newdirection.cfm](http://www.ecu.edu/business/newdirection.cfm).

## About Stocknotes

Stocknotes is published by the Commerce Club, ECU's College of Business alumni organization. It is designed to connect, engage, and inform alumni, partners, and other friends of the College of Business.

You can also read Stocknotes online at <http://www.ecu.edu/cs-bus/stocknotes.cfm>, where both past and current issues are available.

We welcome your letters and comments.

Please e-mail [cclub@ecu.edu](mailto:cclub@ecu.edu) or contact us at 252-328-6377.

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